

## **BGauss soft launches its range of electric scooters on Flipkart during its big billion day sales.**



In today's era, you will always observe a crucial evolution in the Electric Vehicle (EV) industry. The government played an essential role in demand creation by increasing the EV subsidies. As a result, we saw a sudden increase in demand last year. The unanticipated demand came as a shock to many OEMs. Some of them took some time to increase production, resulting in extended waiting periods for customers who had booked their vehicles. It may have taken OEMs some time to cope with the demand; most seem prepared for the festive season. With the trends emerging ahead, it's time to put the pedal on marketing to claim the market share; many of them have taken an online route & made their range of EVs available on e-commerce marketplace like [Flipkart](#).

Where new age brands like [Bounce](#) and established brands like [Ampere](#) launched their electric scooters on Flipkart, they did so with big bang announcements with top media houses covering

the news. Interestingly, BGauss also launched their portfolio vehicles on flipkart mutedly. We can only term it a soft launch as neither BGauss nor Flipkart have made the development public, not even on their social media platforms.

BGauss has three electric scooters under its portfolio. While [BGauss B8](#) & [BGauss A2](#) are under the slow speed category, their flagship product BGauss D15, with both its variants [BGauss D15I](#) and [BGauss D15 Pro](#), are the only product available on Flipkart above the 1 Lakh price tag. It does justify its price tag with its specification and intelligent features.

Here is a snapshot of BGauss D15 and both its variants. [Click here](#) to know more about Range, Colors, Top Speed, Specifications and Features of BGauss D15I & D15 Pro.



How has BGauss, The Electric Scooter Manufacturer, emerged in the electric vehicle industry?

In August 2020, Mumbai-headquartered [BGauss](#) launched its first range of electric scooters with a production facility in Pune. Like many OEMs at that time, their initial range of scooters drew a lot of inspiration from their Chinese counterparts; however, their focus on providing the best quality product at unmatched prices gave them an edge over the local competitors. For example, very few EVs in the slow-speed segment used to come with top-in-class Bosch hub motors.

However, during this time, a significant shift in the Industry occurred with the updated [FAME II](#) policy by the central government, followed by EV subsidy policies by various [state governments](#). The FAME II & PLI scheme by the government was intended to spark the demand creation in high speed, high range segment with a focus on made in India initiative. With the subsidies in place associated with the size of the batteries, to be eligible for the FAME II scheme, the scooters have to run at a minimum of 40 km/hr with at least 80% of localization and 80km of the ARAI range. While the demand began shifting from low-speed to high-speed scooters, It seems that the management team of BGauss observed this trend from a long distance. As our sources tell us, BGauss started building their in-house R & D team to build and design a regular city commuter from scratch in 2020. Soon after carrying out market research and considering the Indian road conditions, they took up the challenge of developing a smart electric scooter with a metal body and 16-inch big alloy wheels. The target was set to achieve a 60 km/hr top speed benchmark and 100 km driving range. All this was to be accomplished under the price tag of 1 lakh. While the research and development team was working on the daunting task, the competition clock was also ticking. On the one hand, they faced competition from VC-backed cash-rich startups like [OLA Electric](#), [Simple Energy](#), and [Bounce](#). On the other hand, the Industry giant Okinawa Autotech also started working on a similar

product. But the management team's forthrightness gave them a buffer zone, and they were able to introduce rigorously tested D15 on the Indian road before this festive season.

### How to buy an Electric Vehicle from Flipkart?

Where all other products you order on Flipkart are directly delivered to your doorstep, buying an electric vehicle on Flipkart is a different game altogether.

Soon after booking the e-scooter from Flipkart by paying the Ex-Showroom Price, Flipkart will connect the buyer to an authorized BGauss Showroom. The buyer will then have to go through the insurance and RTO registration process, make a separate payment directly to the dealer, submit the KYC documents, and pick up the vehicle from the dealership a couple of weeks later.

### Who should ideally consider an electric vehicle by BGauss?

If you're seeking an electric two-wheeler for long-distance daily commutes, then BG D15's 16-inch alloy wheels on Indian road conditions & seat quality offer excellent comfort and convenience. The real-world range of BGauss D15 of around 90 km at a speed of 60 KMPH for daily everyday commute is an attractive proposition; however, if you are on the lookout for an electric vehicle for smart city commutes with a budget under 1 Lakh, then you can consider BGauss B8 or A2. You can drive this vehicle in style for up to 70 km under fully charged conditions, and it offers a top speed of 25km per hour.